Transforming trade:
Traidcraft Exchange strategy 2018-2023
Transforming trade
Trade has the potential to generate wealth, support livelihoods and create lasting solutions to poverty. But at the moment most mainstream trade relies on cheap labour and assumes unlimited natural resources. It is not fair or sustainable and urgently needs to be transformed.

Traidcraft Exchange challenges injustice in trade, and works with poor and vulnerable people to help them get a fair share of the rewards. With the UK government’s renewed focus on trade, and the Sustainable Development Goals calling for businesses to play a role in ending poverty, there has never been a greater opportunity to change trade for good.

Our vision
A world without poverty, where all trade is fair.

Our mission
To use the power of trade to change the lives of people living in poverty. We challenge injustice in trade and work with others to make it fair and sustainable.
Our experience

Traidcraft Exchange was set up over thirty years ago to work in partnership with Traidcraft plc, demonstrating that alternatives to mainstream trade are possible. Our development programmes in south Asia and sub-Saharan Africa have built the business skills and negotiating power of producers, artisans and small business owners, each year benefiting nearly 500,000 households. Our advocacy and campaigns in the UK have helped shape successive governments’ policies towards trade with developing countries.

Our ambition

Over the next five years we will use this experience and expertise to:

- **Scale up** our work;
- **Deepen our impact**;
- **Support more women** and other groups who are disadvantaged in trade;
- **Build the understanding and practice required to help make trade more environmentally sustainable.**
How we will achieve this

Scale up our work
We want to help even more small-scale farmers, producers and workers earn more money and get a fairer share of the value of the products they supply. In order to do this, we will:

- **Double the number of countries** where we work in Asia and sub-Saharan Africa.
- Take what we have learnt through our partnership with Traidcraft plc, and use it to **work with new businesses** who are committed to trading more sustainably and fairly, and reach thousands more people.
- **Double our income** over the next five years, from both existing and new supporters in the UK, enabling us to deliver new work.

Deepen our impact
We plan to go deeper in sectors, like tea, where we already have experience. We want to work more with people in the informal sector who make up 80% of the world’s poor. In order to do this, we will:

- **Focus on specific supply chains**, working with people at different points along the chain where we can drive change.
- **Develop a research and learning function**.

How we make a difference

1. Working with partners to deliver practical solutions through programmes on the ground
2. Working directly with businesses to influence and improve their supply chains
3. Policy, advocacy and campaigning to tackle root causes, systems and structures
4. Documenting, learning and sharing good practice
Our focus areas

Over the next five years, we will focus on two specific areas: women and environmentally sustainable trade.

Championing women in trade
Despite making up the majority of the world's poor, millions of women are not able to take part in trade or business opportunities. Globally 700 million fewer women than men are in paid work. If they do earn, they are likely to be in low-paid jobs. When women have more income, both they and their children benefit – in Kenya, children were found to be 17% taller, as their working mothers were able to spend more on health and nutrition.

Over the next five years, we will build on our past experience of supporting women (and other excluded groups) to ensure they get the knowledge and skills they need to get involved in trade. We will work with business at all levels to make sure they treat women fairly and will advocate for policies that support women's economic empowerment.

Trade that doesn't cost the earth
The goal of ‘more trade and more growth’ is simply not sustainable. People living in poverty frequently rely on natural resources and local ecosystems, and are suffering most from the impacts of climate change.

Over the next five years, we will build environmental sustainability into all our work. We will work with businesses and farmers to build resilience to climate change and support adaptation strategies. We will support businesses to integrate environmental sustainability, and will advocate for policies that support environmental sustainability in trade and business practice.
Case study one: Working along a supply chain to give farmers and workers a voice

Traidcraft Exchange brought change in a Kenyan green bean supply chain. The project involved interventions at multiple points on the supply chain – with the farmers who grow the beans and the workers who pack them — as well as the export company and the UK supermarket.

We provided training and support for farmers and workers so that they became more aware of their rights and better able to negotiate. We also facilitated meetings between farmer- and worker-representatives and company management. This provided an opportunity for issues like last minute order changes – which have a big impact on farmers and workers – to be discussed and resolved.

Case study two: How we reached a quarter of India’s small-scale tea growers

By organising small-scale tea growers in India, Traidcraft Exchange helped them to cut out the middlemen that used to squeeze them down on price. Many of the growers started to deliver their green leaf tea direct to the factories. Others began to negotiate higher prices from traders. Even outside the project area, the balance of power shifted from traders to small tea growers, resulting in higher prices.

We worked directly with 55,000 tea growers, but the project ultimately benefited a quarter of all India’s small tea growers, who between them account for ten per cent of India’s tea production.
Case study three: Making the case for developing countries post-Brexit

Millions of farmers and businesses in developing countries rely heavily on trade with the UK, and the rules governing this trade have been set in Europe for the last 40 years. Following the referendum on leaving the European Union, Traidcraft Exchange made the case to the British government for a better deal with these countries after Brexit.

Through thorough research, briefing papers and meetings, Traidcraft Exchange put forward evidence to policy makers, and encouraged campaigners to contact their MPs to raise the issue. This helped to put trade with developing countries onto the parliamentary and government agenda.

Contact us

Traidcraft Exchange
Kingsway
Gateshead
Tyne and Wear NE11 0NE

General enquiries, donations and supporter services 0191 497 6445
hello@traidcraft.org

Traidcraft Exchange
2:12 The Foundary
17 Oval Way
London SE11 5RR

Policy, advocacy and campaigns enquiries 020 3752 5719
campaign@traidcraft.org

www.traidcraft.org.uk
Traidcraft Exchange is an international development charity which uses the power of trade to bring about lasting solutions to poverty. It runs development programmes in South Asia and Africa, works directly with businesses to improve their supply chains, and does advocacy and campaigning in the UK to promote justice in trade on behalf of people in some of the world’s poorest countries. It works closely with specialist fair trade company Traidcraft plc.

Govind dyes textiles in Jaipur, India. Traidcraft Exchange helped him to make this process more environmentally sustainable. Credit: Allison Joyce/Traidcraft Exchange

Front cover: Dorcas Wangari Muhoros, one of 26,000 Kenyan tea farmers who learned about their rights through Traidcraft Exchange’s work. Credit: Kate Holt/Traidcraft Exchange

Traidcraft Exchange is a registered charity, no. 1048752.